Digital Data Analyst

London, UK

Sky

Sky is Europe’s leading entertainment company and serves over 22 million customers across five countries. Our business in the UK and Ireland has come a long way since starting out as a satellite broadcaster in 1989 and we’re not stopping there. We’re home to award-winning teams for everything from Customer Service to Marketing, from Technology to Finance, meaning there’s plenty of opportunity for you, no matter what your career goals.

The Perks

As a valued employee of Sky, you’ll benefit from a free Sky Q premium package (one off payment required for installation), an excellent pension scheme, private health care and a share save scheme. There’s a range of other benefits to help you make valuable tax and national insurance savings too.

Purpose Of The Role And Key Responsibilities

As a member of the Digital Operations Team, the Digital Data Analyst will play critical role in analysing the supply and demand of video inventory to make recommendations to maximize the revenue on our digital platforms (Video on Demand on Sky Go and TV VOD advertising, Digital Display advertising). The role will suite someone who is highly numerate (possible has a financial background), has a great attention to detail and is a naturally curious problem solver. With a highly diverse estate combining digital display across Sky’s leading Sports sites, Video on Demand and linear TV ad insertion on our TV platforms, as well as an exciting product road for the future, the team is leading the field in advertising.

Job Responsibilities

- Develop thorough understanding of Sky’s digital suite of Ad Products, Ad Revenue streams and relevant advertising revenue metrics
- Create, enhance and develop the models to support long/medium term forecasts of inventory across the advertising products to support financial and revenue planning
- Work closely with the sales teams to advise on available inventory for them to be able to sell as well as contented audiences
- Monitor trends across video ad product bookings and keep check on fill rates of various inventory buckets and make recommendations to increase yield and optimization.
- Monitor booked demand in to inventory requirements for all inventory sources. Identify surpluses/deficits and corresponding opportunities/challenges to flag action items
- Work closely with the Sales team on price modelling to optimise yield across ‘buckets’ of ad inventory
- Assess the impact on inventory of changes the advertising products and implications on pricing and/or operations
- Deliver insight for ad hoc requests by senior management when planning the future road map of advertising products or changes in the industry
Your Skills

Desired Skills & Experience

- Education BS/BA and MBA/MS with a focus on Math, Economics, Statistics, Operations Research or related engineering/quantitative discipline
- High proficiency in Excel with good modelling skills and correlation analysis
- Attention to detail A deep commitment to accuracy and thoroughness in all analysis and reporting tasks
- Excellent interpersonal, written and communication skills – experience of using Powerpoint and presenting findings
- Solid Business Sense Previous experience in business consulting, with particular emphasis on quantitative modelling, is a strong plus
- An independent, self-starter, who’s able to assume ownership of projects while partnering and working directly with stakeholders

Desirable, but not mandatory skills

- 2 to 3 years of experience in the digital / TV advertising industry
- Knowledge of modelling tools
- Knowledge of and ability to use SQL to pull and manipulate data are highly desirable requirements for success on the job
- Knowledge of video ad products, ad servers and understanding of linear video process and compliance

If you’re ready to work in a dynamic environment alongside talented people who take pride in delivering great results, apply today

Happy to talk flexible working

It’s our people that make Sky Europe’s leading entertainment company. That’s why we work hard to be an inclusive employer, so everyone at Sky can be their best. If you are successful in your application for this role, your appointment will be subject to receiving a positive outcome from your Criminal Record Check. Believe in better

Closing Date: 20/07/2017, 115900 PM

Apply